



MWR MARKETING

BOSS Conference 2005



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Highlights

- Marketing 101
- MWR Sponsorship
- Branding 101
- Planning Your BOSS Event
- Advertising Your BOSS Event
- Questions

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Marketing 101

- Marketing is “an organizational function and a set of processes for creating, communicating, and delivering value to customers...”

- Marketing is much more than selling or advertising. It encompasses everything from what products or services you sell to how you get them to the customer.

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Importance of Marketing

- Builds awareness among potential customers
- Captures interest in your product or service
- Makes people want to participate again and again
- Sells the benefits of your product/event/program





The 4 Ps and the 4 Cs

(aka the “marketing mix”)

Product

Customer

Price

Cost

Place

Convenience

Promotion

Communication

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MWR Sponsorship

- Sponsorship is an exchange of goods and/or services, solicited or unsolicited.
- Authorized installation POC is the only person allowed to solicit event sponsorship
- MWR events only – regulations prohibit otherwise
- At a minimum, request sponsorship 3 months in advance
- Sponsor benefits and “repeat” sponsorship
- Sponsorship is “gravy” – not the meat!

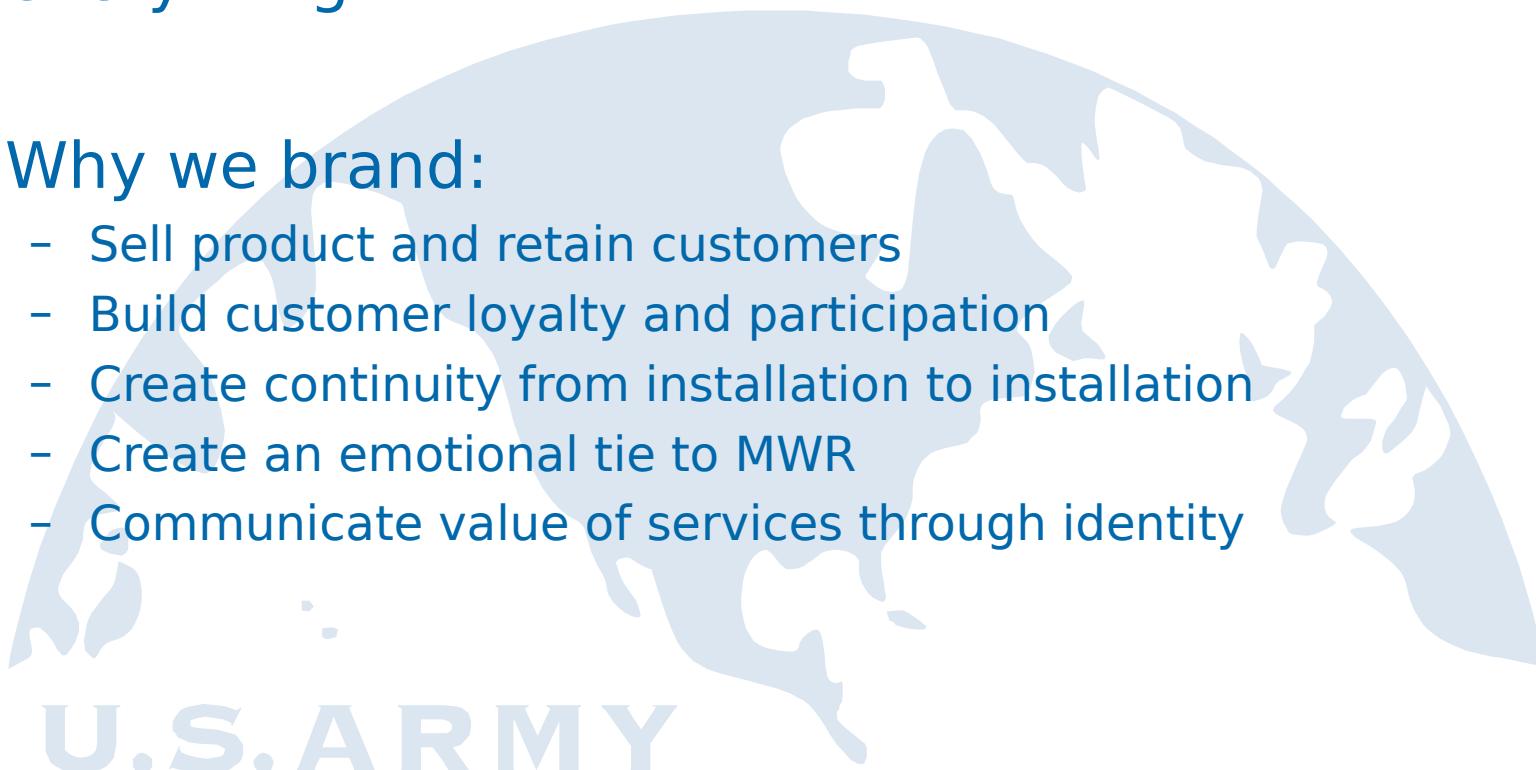
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Branding 101

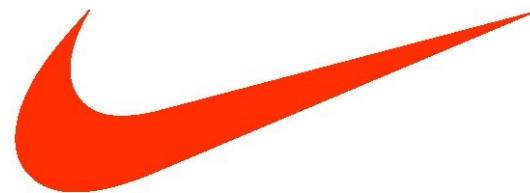
- A brand creates a lasting impression, and sometimes an emotional connection, to a product, service or experience. Image is everything!

- Why we brand:
 - Sell product and retain customers
 - Build customer loyalty and participation
 - Create continuity from installation to installation
 - Create an emotional tie to MWR
 - Communicate value of services through identity





Established Brands





Your Brand Identity

- New MWR logo is the standard
- Wherever there is a BOSS logo, there shall be an MWR logo!





Planning Your BOSS Event

- The major players
 - BOSS representative/program coordinator
 - Recreation Program Manager or Special Events Coordinator
 - Marketing Department
 - Commercial Sponsorship Coordinator
- Research; target audience; goals and objectives
- Plan your programs and events one year in advance
- Follow up with an After Action Report (AAR)

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Advertising

- Advertising is part of the marketing process and helps you to promote your event or program
- Know your audience
- Send a **CONSISTENT** and **FREQUENT** message
- Partner with MWR activities to cross promote
- Utilize and apply a promotion mix

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Additional Information

- Local installation MWR marketing office
- Regional MWR marketing office
- CFSC MWR marketing office





QUESTIONS?

